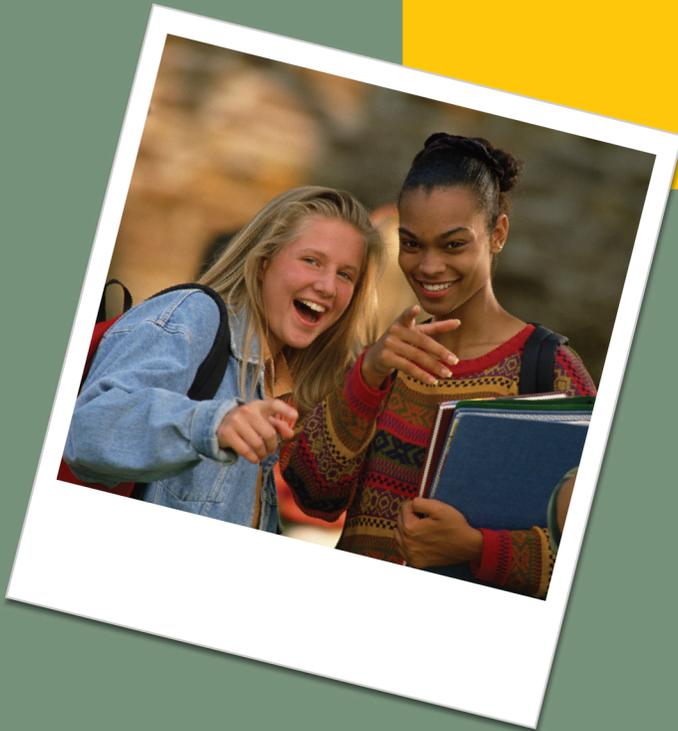




# TAG Toolkit

## August 2018



**#TAG42Mil**



# TAG Toolkit

Led by the Office of Adolescent Health in the U.S. Department of Health and Human Services, **Adolescent Health: Think, Act, Grow**<sup>®</sup> (TAG) is a national call to action to improve adolescent health in the U.S. TAG is a comprehensive, strengths-based approach. TAG calls upon organizations and individuals working with teens to prioritize activities that improve adolescents' physical, social, emotional, and mental health.

In this toolkit you'll find free TAG resources to help you learn more about how to join TAG and spread the word.

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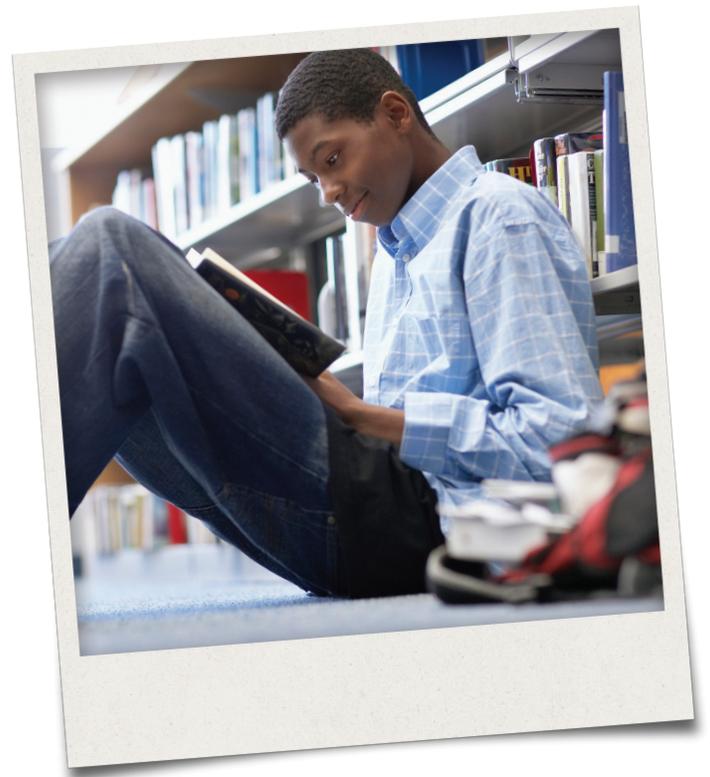
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### Office of Adolescent Health

Website: <https://www.hhs.gov/ash/oah>

Email: [TAGTeam@hhs.gov](mailto:TAGTeam@hhs.gov)

Twitter: [@TeenHealthGov](https://twitter.com/TeenHealthGov)

# What is TAG?



**Adolescent Health: Think, Act, Grow<sup>®</sup>** (TAG)<sup>1</sup> is a national call to action to improve adolescent health in the U.S. TAG aims to reach and engage a wide array of professionals who touch adolescents' lives, as well as parents and adolescents themselves. TAG promotes using strength-based approaches, engaging stakeholders, and bringing in youth voices to support healthy development and transitions to productive adulthood for the nation's 42 million adolescents.

The leading causes of death and disability in adolescents and young adults are largely preventable. TAG calls upon organizations and individuals working with teens to prioritize activities that improve adolescents' physical, social, emotional, and behavioral health. Investing in adolescent health yields a "triple dividend" of healthy adolescents, future healthy adults, and healthy children in the next generation. TAG also supports the HHS Healthy People 2020 adolescent health objectives.

## ➔ The TAG Story

Knowing that many of the determinants of health lie largely outside the health system, OAH engaged experts from more than 80 national organizations to develop TAG. These organizations represented professionals in the fields of healthcare, public health, education, social services, workforce development, out-of-school time and community groups, and faith-based communities. Among the groups that helped develop TAG are the American Public Health Association and the Society for Adolescent Health and Medicine, which continue to partner with OAH to promote TAG, and other groups that serve parents and teens directly. These groups identified the *Five Essentials for Healthy Adolescents* and specific action steps and resources that can help professionals, youth-serving organizations, family members, and teens make these essentials a reality.

TAG builds on previous strategic initiatives in adolescent health and national health promotion efforts. It takes a positive youth development approach that builds on young people's strengths and prioritizes youth engagement. Since 2014, TAG has helped raise awareness about adolescent health and healthy development around the country. To reach an even broader network of stakeholders, OAH distributes periodic updates to nearly 80,000 subscribers and connects with diverse audiences through conferences, webinars, the OAH website, and social media.

## ➔ TAG, You're It!

Working with partners, OAH hopes to spur actions at the national, state, community and family levels that build on young people's talents and potential, provide support, and promote their health. Organizations, agencies, and caring adults who work or live with adolescents are invited to join TAG to spur action at the national, state, community, and family level that builds on young people's talent and potential, provides support, and promotes health.

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<sup>1</sup>TAG is trademarked, please refer to the [Note about Using TAG Name and Logo](#) at the end of the toolkit for more information.



# Get Started with TAG



## ➔ Visit the TAG Website

The TAG website (<https://www.hhs.gov/ash/oah/tag>) provides information on the TAG call to action, the *Five Essentials for Healthy Adolescents*, specific actions you can take to improve adolescent health, and resources to help you in your activities. There is information for everyone:

- For Professionals: <https://www.hhs.gov/ash/oah/tag/for-professionals>
- For Families: <https://www.hhs.gov/ash/oah/tag/for-families>
- For Teens: <https://www.hhs.gov/ash/oah/tag/for-teens>

## ➔ TAG Resources

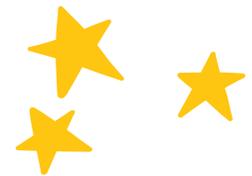
Resources on the TAG website include:

- TAG Playbook - A framework with background, goals and action steps for stakeholders committed to improving the lives of adolescents. <https://www.hhs.gov/ash/oah/sites/default/files/tag-playbook-2018.pdf>
- TAG in Action: Successful Strategies - Profiles of successful program strategies that improve adolescent health throughout the country, such as a mobile teen health van, school-based health centers, and peer education programs. <https://www.hhs.gov/ash/oah/tag/in-action/>
- TAG Talks - A video series featuring adolescent health experts with practical information on various topics including: <https://www.hhs.gov/ash/oah/tag/resources/multimedia/>
  - The Power of the Adolescent Brain
  - The Crisis of Connection for Adolescent Boys
  - The Changing Transition to Adulthood
- Research Reviews - These annotated reviews highlight research, evaluation reports, and other publications on fostering improved health, reducing risky behavior, and improving engagement and healthy development in young people. <https://www.hhs.gov/ash/oah/tag/why-tag/five-essentials-for-healthy-adolescents>.

## ➔ Follow TAG

Join TAG and take action to improve adolescent health and healthy development:

- Sign up for monthly e-updates: <https://www.hhs.gov/ash/oah/tag/get-involved/>
- Follow TAG news on [Twitter \(@TeenHealthGov\)](#) and use [#TAG42Mil](#)



**Contact OAH at [TAGTeam@hhs.gov](mailto:TAGTeam@hhs.gov) to order printed copies of the TAG Playbook for meetings, conferences, trainings, and other events.**



# Spread the Word about TAG

## ➔ Talk about TAG

Help raise awareness about TAG among your colleagues, partners, community stakeholders by sharing what you know.

### TAG Fact Sheet

Download a one pager that you can use to raise awareness about TAG.

<https://www.hhs.gov/ash/oah/sites/default/files/tag-one-pager-051117-508.pdf>



### TAG Slide Deck Template

Download sample slides on TAG that you can use in presentations and meetings.

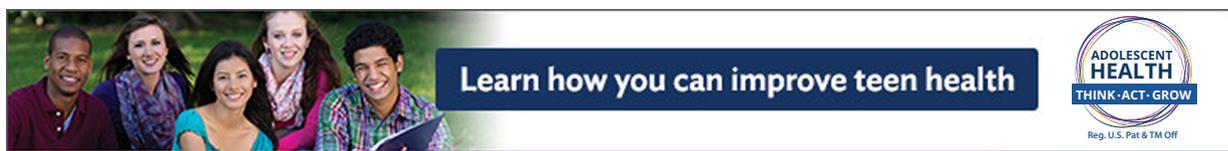
<https://www.hhs.gov/ash/oah/sites/default/files/tag-info-slides.pdf>



## ➔ Download a Banner

Use TAG banners on your website or in your newsletters and link back to the TAG website to support the TAG effort.

<https://www.hhs.gov/ash/oah/tag/get-involved/>



## ➔ Post on Social Media

Use or adapt these sample tweets, posts, and pins to share TAG via Twitter, Facebook, LinkedIn, or Pinterest. Don't forget to use the [#TAG42mil](https://www.tiktok.com/tag/tag42mil) hashtag!

### 🐦 Tweets

Do you care about teens? Join **Adolescent Health: Think, Act, Grow**® (TAG)! <http://1.usa.gov/1zRo19X> [#TAG42mil](https://www.tiktok.com/tag/tag42mil)

Work with teens? Help improve their health and healthy development! <http://1.usa.gov/1zRo19X> [#TAG42mil](https://www.tiktok.com/tag/tag42mil)

We've got 42 million opportunities to improve teen health... join us! <http://1.usa.gov/1zRo19X> [#TAG42mil](https://www.tiktok.com/tag/tag42mil)

There are 42 mil teens in the U.S. That's 42 mil opportunities to improve health <http://1.usa.gov/1zRo19X> [#TAG42mil](https://www.tiktok.com/tag/tag42mil)

All of us can help adolescents grow to be healthy & strong. Join the TAG call to action! <http://1.usa.gov/1zRo19X> [#TAG42mil](https://www.tiktok.com/tag/tag42mil)

We're joining [#TAG42mil](https://www.tiktok.com/tag/tag42mil) to help adolescents be healthy. You can too! <http://1.usa.gov/1zRo19X>

Want to help adolescents grow into healthy adults? It starts w/ you & me. Join [#TAG42mil](https://www.tiktok.com/tag/tag42mil) <http://1.usa.gov/1zRo19X>



Twitter Graphic  
<https://www.hhs.gov/ash/oah/tag/get-involved/>

### f Facebook Posts

There are 42 million adolescents in the United States. That's 42 million opportunities to support good health and positive development. Everyone can play a part, including you! Learn more about your role with **Adolescent Health: Think, Act, Grow**® (TAG). <http://1.usa.gov/1zRo19X>

Young people face significant risks and also have many strengths. We can make adolescence a time of positive change and growth if we all work together. Learn more with **Adolescent Health: Think, Act, Grow**® (TAG). <http://1.usa.gov/1zRo19X>



Facebook Share Graphic  
<https://www.hhs.gov/ash/oah/tag/get-involved/>



## LinkedIn Posts

### Together, We Can Promote Adolescent Health

The HHS Office of Adolescent Health is leading a national call to action to improve the health and healthy development of America's 42 million adolescents.

**Adolescent Health: Think, Act, Grow**® (TAG) calls on youth-serving professionals, families, and youth to take action! Learn more: <https://www.hhs.gov/ash/oah/tag/>.

### Making the Most of Adolescence

Young people face risks and also have many strengths. If we all do our part, we can improve the health and healthy development of the 42 million teens in the United States. Learn more about **Adolescent Health: Think, Act, Grow**® (TAG): <https://www.hhs.gov/ash/oah/tag/>.

### Join a National Call to Action to Improve Adolescent Health

The HHS Office of Adolescent Health and others are working together to support the health and healthy development of adolescents in the United States through a national call to action. Whether you're a youth-serving professional, family member, or teen, you can play a role in improving adolescent health. Learn about **Adolescent Health: Think, Act, Grow**® (TAG) here: <https://www.hhs.gov/ash/oah/tag/>.

## Pinterest Posts

Share the following pins on your Pinterest board to get the word out about TAG. Click through and find sample caption information.



## ➔ Write a Blog

Use or adapt the sample blog text below. Add examples of how your organization is working to promote adolescent health.

- The U.S. Department of Health and Human Services' Office of Adolescent Health (OAH) has issued a national call to action, **Adolescent Health: Think, Act, Grow**<sup>®</sup> (TAG) to professionals working with young people, families, and teens to take steps to improve adolescent health and healthy development. <https://www.hhs.gov/ash/oah/tag>
- Adolescence is a time of rapid growth and change, and an important opportunity to intervene and promote current and life-long health.
- There are 42 million adolescents between the ages of 10 and 19 in the U.S. today. That's 42 million opportunities to improve teen's health and support their healthy development!
- Building on research and best practice, OAH obtained input from more than 80 leaders of youth-serving organizations on what adolescents need to be healthy.
- See the TAG Playbook at <https://www.hhs.gov/ash/oah/sites/default/files/tag-playbook-2018.pdf>

- These leaders identified **Five Essentials for Healthy Adolescents** as the central framework for the call to action.

### To be healthy, adolescents need:

1. Positive connections with supportive people
2. Safe and secure places to live, learn, and play
3. Access to high-quality, teen-friendly healthcare
4. Opportunities for teens to engage as learners, leaders, team members, and workers
5. Coordinated, adolescent- and family-centered services

- *Describe your organization's work on adolescent health and how it relates to one or more of the **Five Essentials**.*
- Our organization is proud to join OAH and **Adolescent Health: Think, Act, Grow**<sup>®</sup> (TAG) to prioritize and improve the health of America's 42 million adolescents.



## ➔ Send a Newsletter

Use or adapt the sample newsletter text below to fit your needs.

- **Adolescent Health: Think, Act, Grow<sup>®</sup>** (TAG) is a national call to action to improve adolescent health in the U.S. Led by the U.S. Department of Health and Human Services' Office of Adolescent Health, TAG is a comprehensive, strengths-based approach to adolescent health.
- There are 42 million adolescents between the ages of 10 and 19 in the U.S. today. That's 42 million opportunities to improve teen's health and support their healthy development!
- TAG calls on all professionals working with young people, families, and teens to take steps to improve adolescent health and healthy development.
- Learn more about TAG and how you can act to improve adolescent health today by downloading the TAG Playbook at [www.hhs.gov/ash/oah/tag](http://www.hhs.gov/ash/oah/tag)
- Follow OAH on Twitter at [@TeenHealthGov](https://twitter.com/TeenHealthGov) and [#TAG42mil](https://twitter.com/TAG42mil) for the latest information on the TAG call to action.

### Additional information can be included:

- Did you know that 1 out of 8 Americans are adolescents between the ages of 10 and 19? Too little attention has been paid to improving the overall health and healthy development of America's 42 million adolescents.
- Adolescence is a time of rapid change and development. It is a critical period for intervening to set the course for lifelong health.
- OAH, together with leaders in adolescent development, identified Five Essentials that all adolescents need to grow and to flourish.

- *Five Essentials for Healthy Adolescents* serve as the core framework for the call to action.

### To be healthy, adolescents need:

1. Positive connections with supportive people
2. Safe and secure places to live, learn, and play
3. Access to high-quality, teen-friendly healthcare
4. Opportunities for teens to engage as learners, leaders, team members, and workers
5. Coordinated, adolescent- and family-centered services

- OAH is challenging adults and organizations that serve youth to get involved or expand your activities to promote adolescent health.

- **The Adolescent Health: Think, Act, Grow<sup>®</sup>** (TAG) call to action offers specific action steps and resources you can use to:
- **Take action.** Use the Five Essentials and TAG action steps to improve adolescent health. Use TAG to expand your work through new collaborations or partnerships.
- **Spread the word.** Tweet or write a blog post about TAG, and share with your networks.
- **Show your support and join TAG.** Sign up for updates on the TAG website and download banners. Tell us how you are taking action on TAG.



## ➔ Note about Using TAG Name and Logo

The phrase **Adolescent Health: Think, Act, Grow**<sup>®</sup> (word mark) and the TAG logo (logo mark) are registered trademarks of the U.S. Department of Health & Human Services. Please follow the guidelines below when using the word mark or logo mark.

### When using the TAG word mark:

- Use the full name of TAG and registered trademark symbol (the “word mark”) at least once in an article, publication, webpage, blog post, slide, email or other document, either the first time it is used or in the most prominent place.
- Use the format below (initial caps, bold type, words followed by registered trademark symbol ®) and be consistent in its use across all documents, webpages, etc.
- After the initial use, you can use the abbreviation TAG with no ® symbol.
- Whenever possible use the registered trademark as an adjective, not a noun.
  - Example: “The **Adolescent Health: Think, Act, Grow**<sup>®</sup> (TAG) call to action involves....”
  - Exception: When using the registered trademark in a title slide or a document header you can use it as a noun. Example: **Adolescent Health: Think, Act, Grow**<sup>®</sup>: An Overview
- Use this statement in the footer or at the end of printed materials, slide presentations, and web pages: **Adolescent Health: Think, Act, Grow**<sup>®</sup> and the logo design are registered trademarks of HHS.”
- Do not combine the registered trademark with the name of any licensee or third party product, program or service to create a composite mark.

### How to create the official registered trademark symbol:

1. Press Ctrl+Alt+R; this will produce the<sup>®</sup> symbol in one step.
2. In some versions of MS Office programs, the symbol ® is located under Insert → Symbols More Symbols → Special Characters.

### When using the TAG logo mark:

- Ask OAH for an official version of the TAG logo (the “logo mark”).



Reg. U.S. Pat & TM Off

- Do not use the registered trademark symbol (®) with the logo.
- Instead, use one of the following phrases below the logo:
  - “Registered, U.S. Patent and Trademark Office” or
  - “Reg. U.S. Pat & TM Off”

**Additional information:**

- HHS and non-HHS partner organizations can use TAG materials that feature the TAG logo mark and the TAG word mark AND can reference the word mark in describing the program.
- HHS partner organizations can use the TAG logo mark without obtaining a license.
- Non-HHS partner organizations that plan to use the TAG logo mark on their web site and/or other materials that they create themselves must contact OAH about obtaining a license.

**Thanks for helping to promote TAG and the effort to improve the health and well-being of adolescents!**

**TAG, you're it!**



